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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE			
<b>SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT</b>		Attorney Docket Number: 11032/2144 <b>PATENT</b>	
Reissue Applicant Dwight Allen MERRIMAN et al.	Reissue Application No. 09/577,798	Reissue Filing Date May 24, 2000	
Patent Number 5,948,061	Issued September 7, 1999	Examiner Harle, J	Art Unit 2166
Invention Title METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		Assignee DoubleClick, Inc.	

Commissioner for Patents  
Washington, D.C. 20231

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Sir:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56 and § 1.97(b)(3), the references listed on the two attached PTO-1449 forms are hereby brought to the Examiner's attention.

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

In addition, in order to assist the Examiner in her review of the PTO-1449 forms filed on April 4, 2001, Applicants make the following comments:

- Regarding the three-page PTO-1449 form filed on April 4, 2001:
  - The following references were listed on the form but not actually filed (copies are enclosed herewith):
    - US 4,775,935 (Yourick)
    - US 5,446,891 (Kaplan)
    - US 5,796,945 (Tarabella)
    - this reference was inadvertently listed as US 6,796,945
    - 17189959; Product View seeks funding for 3Q launch of ad-supported...; Electronic Marketplace Report; May 16, 1995

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- 24. • The following reference was filed, but not listed on the form:
  - WO 97/21183 (Naqvi)
  - this reference was also part of the July 24, 2001 Supplemental IDS
- 24. • The filed JP 10320336 reference is in Japanese, but is an equivalent to the filed reference EP 0 875 843 in English
- 24. • The filed EP 0 355 697 A2 reference was inadvertently listed as EP 0 355 697 A3 on the form
- 24. • The following chart provides the kind codes associated with each filed foreign reference:

Foreign Patent Document	Kind Code	Foreign Patent Document	Kind Code	Foreign Patent Document	Kind Code
DE 19528911	A1	JP 10049591	A	WO 95/13587	A1
EP 0355697	A2	JP 10320336	A	WO 95/12176	A2
EP 0749081	A1	WO 98/57275	A2,A3	WO 96/31848	A2
EP 0749081	B1	WO 94/23383	A1	WO 98/34189	A1
EP 0877314	A1	WO 93/19427	A1	WO 96/39668	A1
EP 0814419	A2	WO 96/36926	A1	WO 93/16443	A1
EP 0875843	A1	WO 95/16971	A1	WO 84/01382	A1
JP 5143653	A	WO 96/38796	A1	WO 97/21183	A1

- Regarding the six-page PTO-1449 form filed on April 4, 2001:
  - The documents referenced in this form contain "Z" and "SD" bates numbers; each document (absent two) is listed by its "Z" number and in no particular order. For the Examiner's convenience, Applicants have enclosed in the present filing a seven-page substitute PTO-1449 form, meant to replace this six-page form. This substitute form contains the same documents as the prior form, but adds the "SD" references associated with each document and orders the references chronologically by the "SD" number.

This Information Disclosure Statement is being filed more than three months after the U.S. Reissue filing date and after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection or Notice of Allowance.

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24. •

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The Patent Office is hereby authorized to charge the \$180.00 fee for filing an information disclosure statement under 37 C.F.R. § 1.97(c). Although not believed necessary, the Patent Office may charge any additional fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Deposit Account No. 11-0600. A copy of this sheet is enclosed for that purpose.

Respectfully submitted,

KENYON & KENYON

Dated: September 7, 2001

By: Bradley J. Meier

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